

Bachelor of Business Administration (Hons)

1.	Course Title	Quality Management		
2.	Course Code	BMGT2043		
3.	Status	Major		
4.	Credit Hour	3 (2+1) 2 lectures (2 hours per week x 14 weeks) 1 tutorial (1.5 hours per week x 14 weeks)		
5.	Semester/Year	2/4		
6.	Prerequisites	BMGT2023 Management Theory and Practices		
7.	Teaching method:	Distance Learning (Electronics)		
8.	Evaluation	Assessment and Marking Percentage: Quizzes 10 % Assignments 10 % Interactions through discussion board 10 % Mid-Semester Exam 20 % Final Examination 50 %		
9.	Lecturer	N/A		
10.	Objective of the Subject	At the end of the subject, students should be able to: <ul style="list-style-type: none"> • Explain the general concept and dimension of quality. • Understand the importance of Total Quality Management. • Understand basic but useful quality analysis tools and techniques. • Understand the complexities of statistical process control. • Analyze problems and challenges in managing TQM. • Gain understanding of the importance of ISO certification and its implications toward organization. 		
11.	Learning Outcomes	At the completion of the subject, students should be able to perform the following tasks: <ul style="list-style-type: none"> • Describe and discuss the basic concept of quality. • Apply and evaluate different types of quality tools used for quality improvement. • Design and plan quality initiatives in medium size organization. • Reflect upon quality initiatives in operational aspects of everyday practices. • Apply theories and concepts on development of ISO standards and certification. 		
12.	Synopsis	The subject will provide student with the basic knowledge and skills necessary to implement quality initiatives in organization. Starting with a description of foundation of quality management. It also concerns with the systematic use of the seven quality tools, implementation of total quality management and improvement of the quality initiatives to enhance quality of products and services. A strong consideration is given to ISO standards and certification program which is the important system which companies should apply to be able to achieve a high level of quality, according to the demand of the market especially in a globalize world in which competition among businesses is getting stronger and which changes the International Business pattern.		
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	Introduction to Quality <ul style="list-style-type: none"> • What is Quality? • Quality Perspective • Quality Gurus • Dimension of quality 	2	0
	Topic 2	Quality Initiatives <ul style="list-style-type: none"> • History of Quality Assurance • Quality improvement • Quality measurement 	3	1.5
	Topic 3	Total Quality Management <ul style="list-style-type: none"> • The Concept of TQM • TQM Principles • TQM Approach 	3	1.5

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		<ul style="list-style-type: none">• TQM applications in Organization• Management issues and challenges		
	Topic 4	Application of Quality Tools <ul style="list-style-type: none">• The meaning of TOQ• Tools for solving quality problems• The benefits of TOQ• Analyze the uses of TOQ in operations management	3	3
	Topic 5	Awards, Standards and Programs <ul style="list-style-type: none">• Quality Awards• Quality Standards• Quality Programs• Quality from Islamic Perspectives	3	3
	Topic 6	Quality Assurance, Control and Improvement <ul style="list-style-type: none">• Quality Assurance in managing operations• Statistical Process Control for operations management• Common pitfalls in total quality implementation• Sustaining Total Quality Organization	3	3
	Topic 7	Cost of Quality <ul style="list-style-type: none">• Cost of achieving good quality• Cost of poor quality• Prevention costs• Appraisal costs• Internal failure costs• External failure costs• Measuring and reporting quality costs	3	3
	Topic 8	ISO Standard and Certification <ul style="list-style-type: none">• ISO Standard• Quality Management Systems• Relationships between ISO and TQM• Benefits of certification• Management issues and challenges	4	3
	Topic 9	TQM and ISO Implications <ul style="list-style-type: none">• Competitive challenges• Leadership and empowerment• Internalization of quality culture• Learning organization• Managing change	4	3
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	1. Donna C. S. Summers (2006), Quality (4th ed.), Prentice-Hall, 2. Russell and Taylor (2005). Operations Management - Quality and Competitiveness in a Global Environment (5th ed), John Wiley & Sons, Inc.		
15.	Additional References:	1. Fazli Idris and Khairul Anuar Mohd Ali (2008), " The impact of leadership style and best practices on company performance: Emperical evidence from business firms in Malaysia ", Journal Total Quality Management & Business Excellence , Vol. 19 Issue 1 & 2, pp.165-173. 2. Samir K. Srivastava (2008), " Towards estimating cost of quality in supply chains ", Journal Total Quality Management & Business Excellence , Vol. 19 Issue 3, pp.193-208. 3. Ali, Abbas J. (2005). Islamic Perspectives on Management and Organisation . Cheltenham: Edward Elgar. 272 pp. 4. Dennis Leonard and Rodney McAdam (2004), " Total quality management in strategy and operations: dynamic grounded models ", Journal of Manufacturing Technology Management , Vol. 15 Issue 3, pp.254-266. 5. Jakka Ateeq A. (2004). Client-Quality Dimensions: Empirical Evidence from the Public sector of the United Arab Emirates , Public Organization Review , Vol. 4 Issue 3, pp.239-257.		

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	Other Materials:	All other sources will be available to students online.
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